

APPROVED BY	O.G. FIG.
DRAFTSMAN	CLASS SUBCLASS <u>705</u> <u>14</u>

6298329

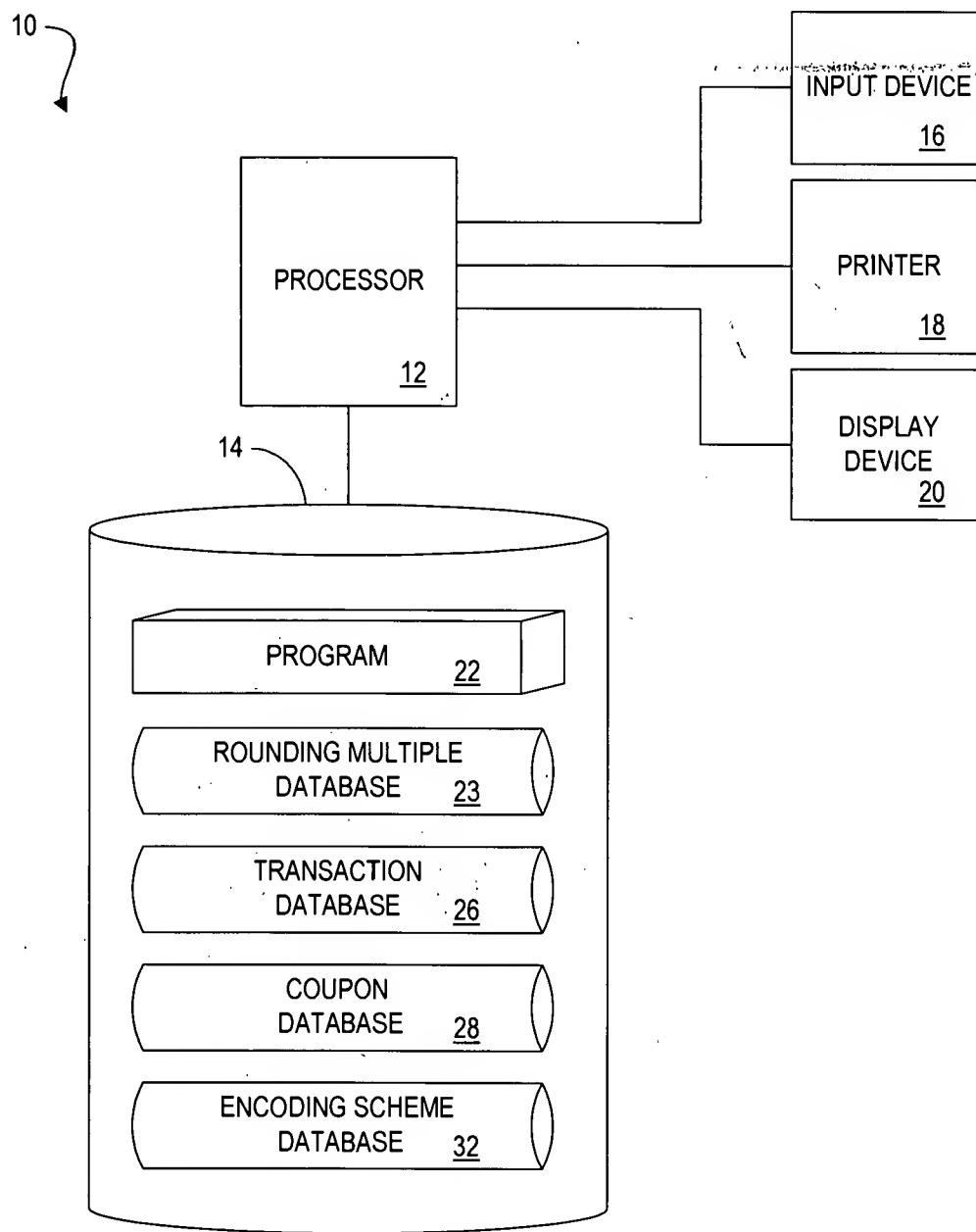


FIG. 1

APPROVED BY DRAFTSMAN	O.G. FIG. CLASS SUBCLASS
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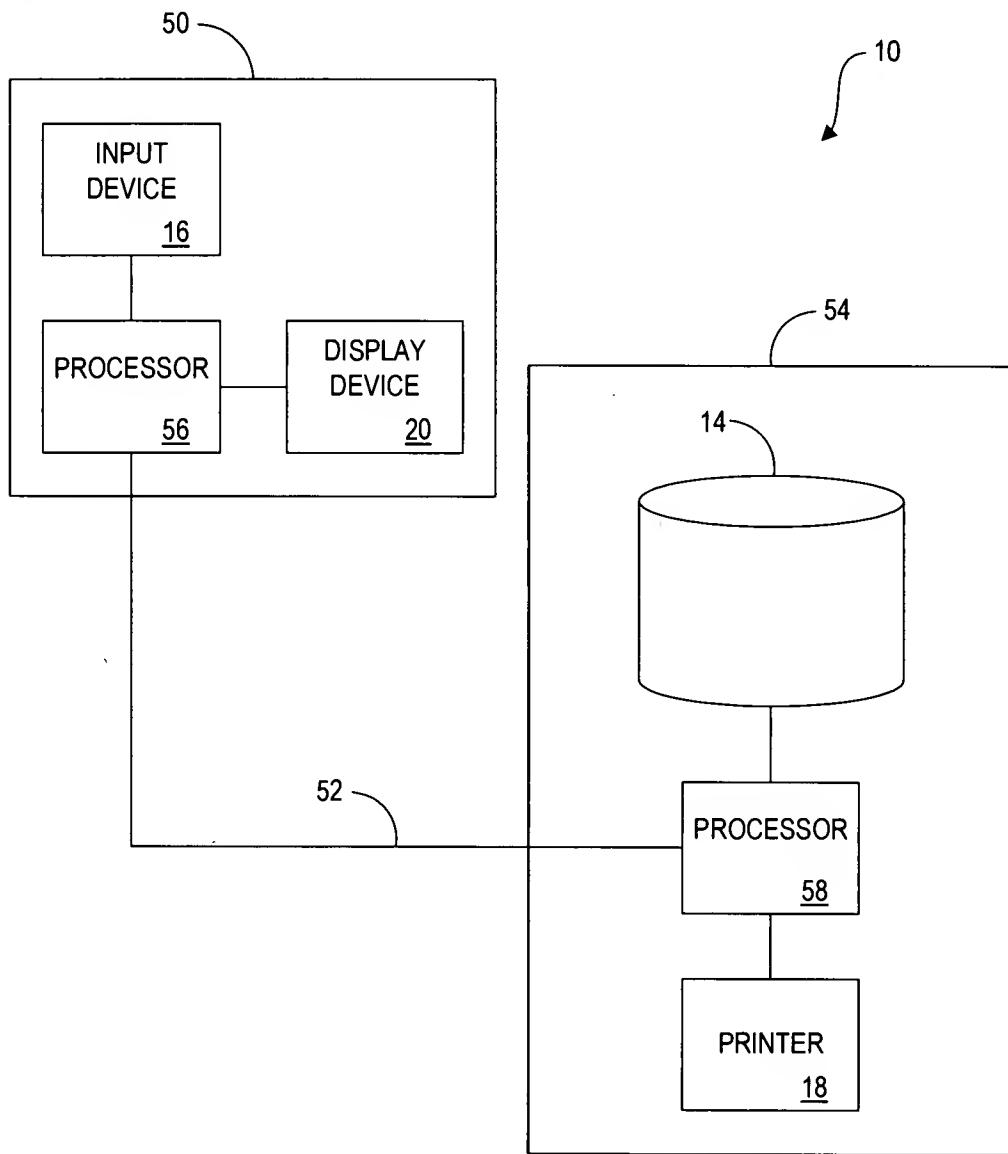


FIG. 2

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

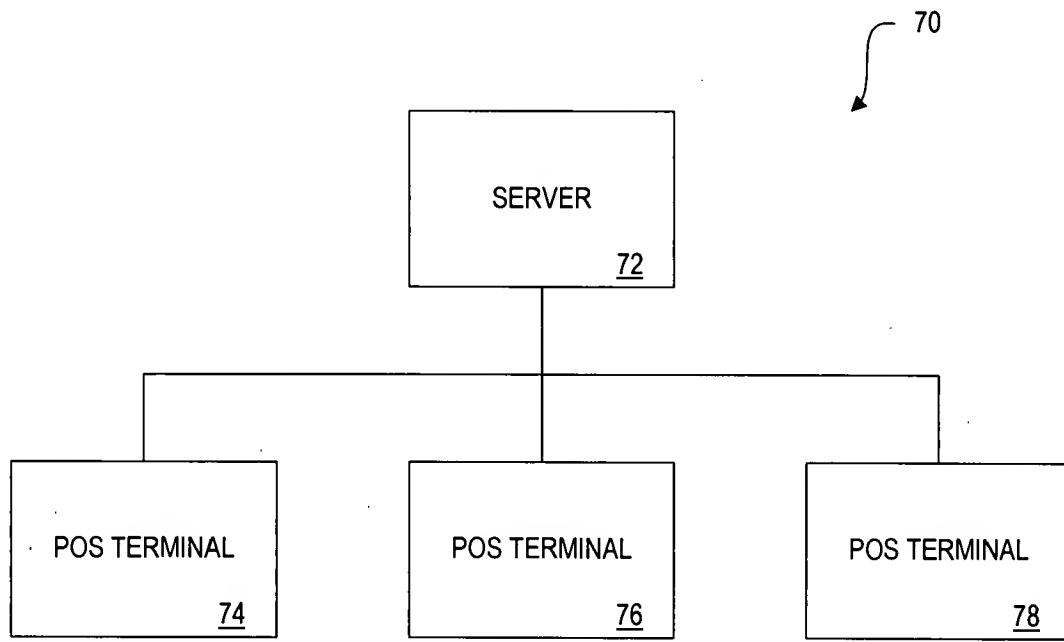


FIG. 3

APPROVED	O.G. FIG.
BY	CLASS
DRAFTSMAN	SUBCLASS

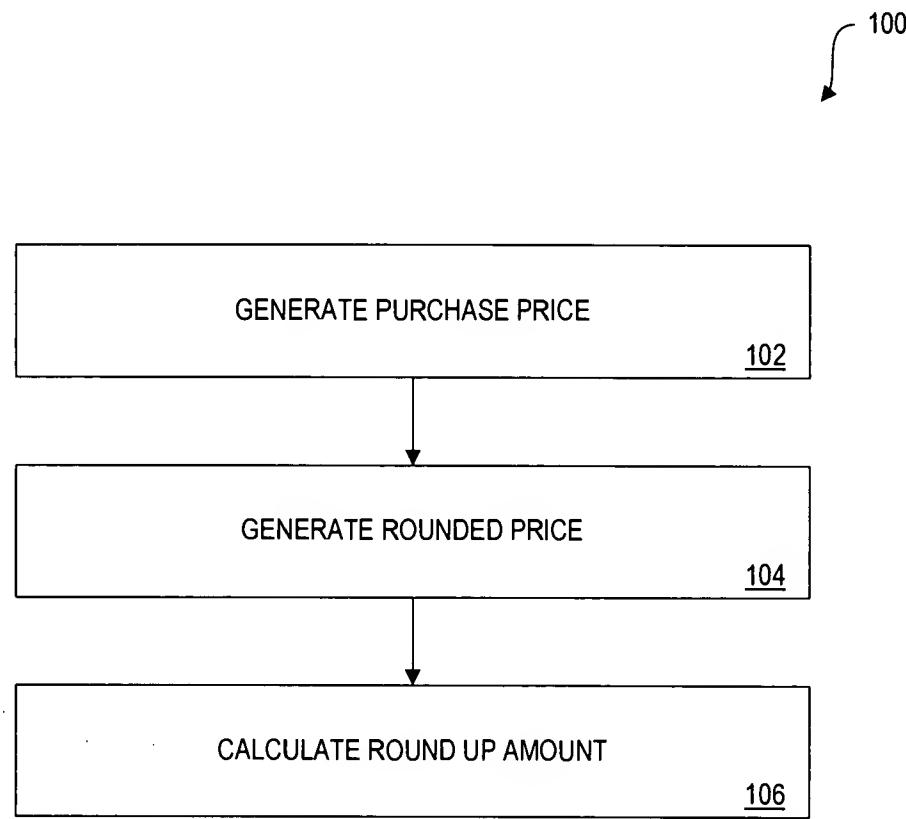


FIG. 4

APPROVED	O.G. FIG.
BY	CLASS SUBCLASS
DRAFTSMAN	

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RANGE OF PURCHASE PRICES	ROUNDING MULTIPLE
\$0.00 - \$7.49	\$1.00
\$7.50 - \$9.99	\$5.00
\$10.00 - \$12.49	\$1.00
\$12.50 AND GREATER	\$5.00

122

124

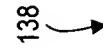
126

128

FIG. 5

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	CLASS SUBCLASS

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ITEM <u>142</u>	ROUNDING MULTIPLE IF INCLUDED <u>144</u>	ROUNDING MULTIPLE IF NOT INCLUDED <u>146</u>
SWORDFISH STEAK	\$10.00	\$1.00

140



FIG. 6

APPROVED	O.G. FIG.	
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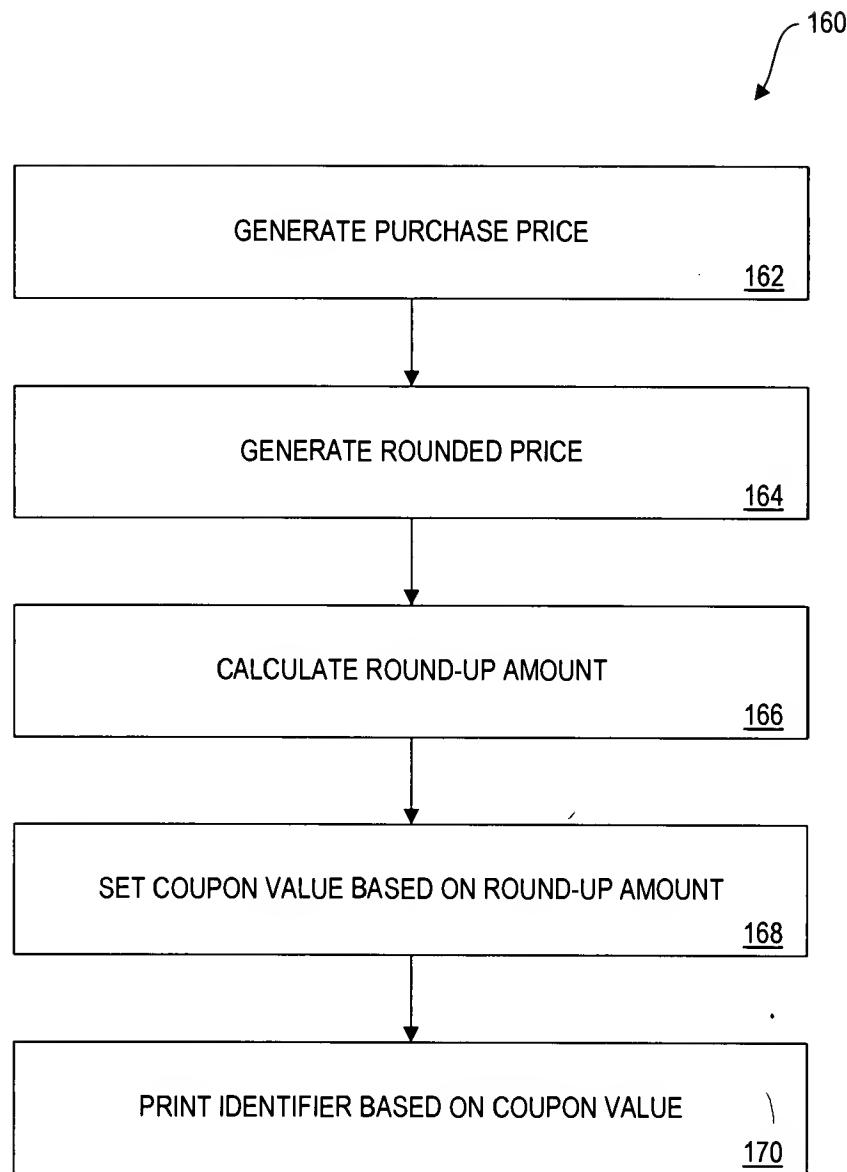


FIG. 7

APPROVED	O.G. FIG.
BY	CLASS SUBCLASS
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CUSTOMER IDENTIFIER	NUMBER OF PURCHASES <u>208</u>	NUMBER OF COUPONS REDEEMED <u>210</u>	AVERAGE NUMBER OF COUPONS REDEEMED PER PURCHASE <u>212</u> <u>214</u>
1234567	7	2	0.29
1234568	10	0	0
1234569	11	4	0.36
1234570	2	1	0.50

FIG. 8

APPROVED	O.G. FIG.
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230
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CUSTOMER IDENTIFIER <u>238</u>	NUMBER OF PURCHASES <u>240</u>	NUMBER OF ACCEPTED UPSELL OFFERS <u>242</u>	ACCEPTANCE RATE <u>244</u>
1234567	7	3	0.43
1234568	10	1	0.10
1234569	11	8	0.73

232
↑
234
↑
236
↑

FIG. 9

APPROVED BY DRAFTSMAN	O.G. FIG. CLASS	SUBCLASS
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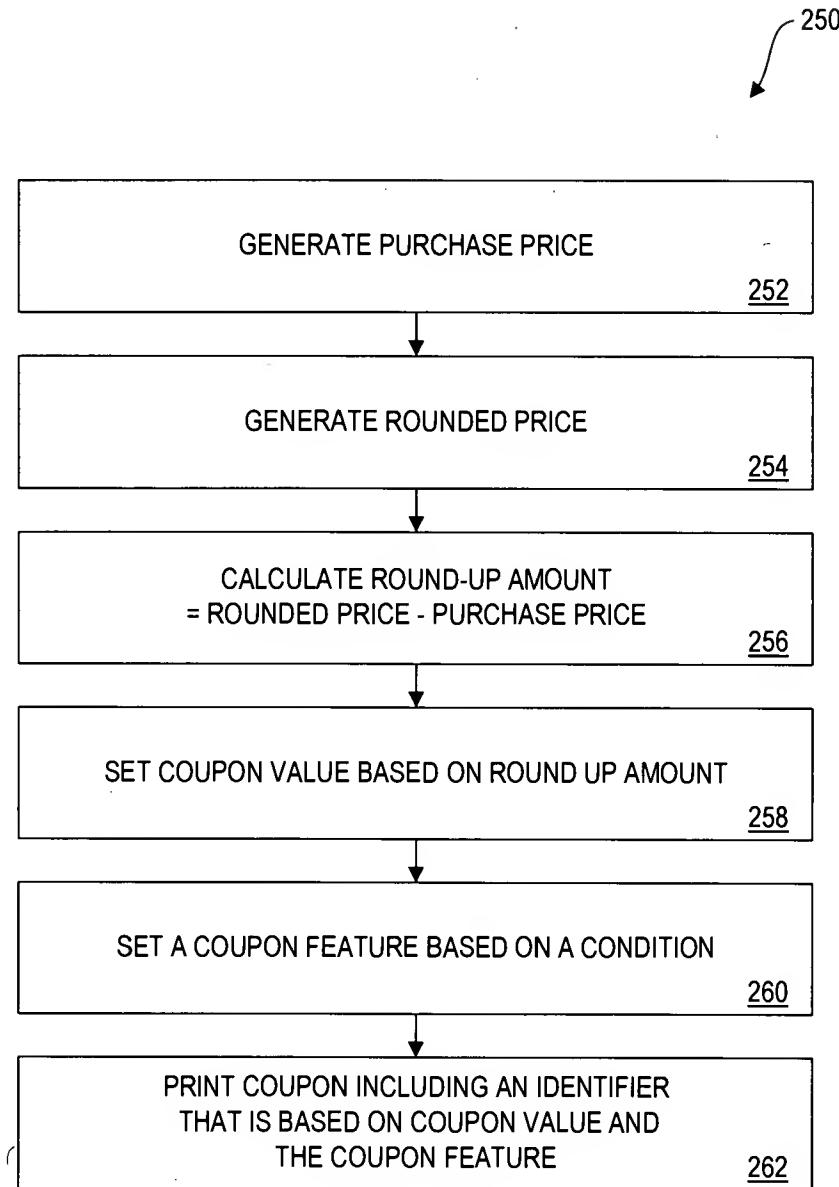


FIG. 10

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

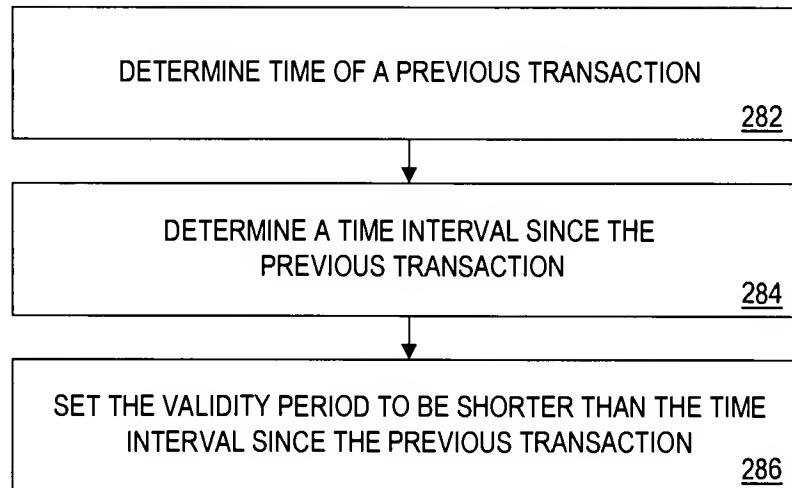


FIG. 11

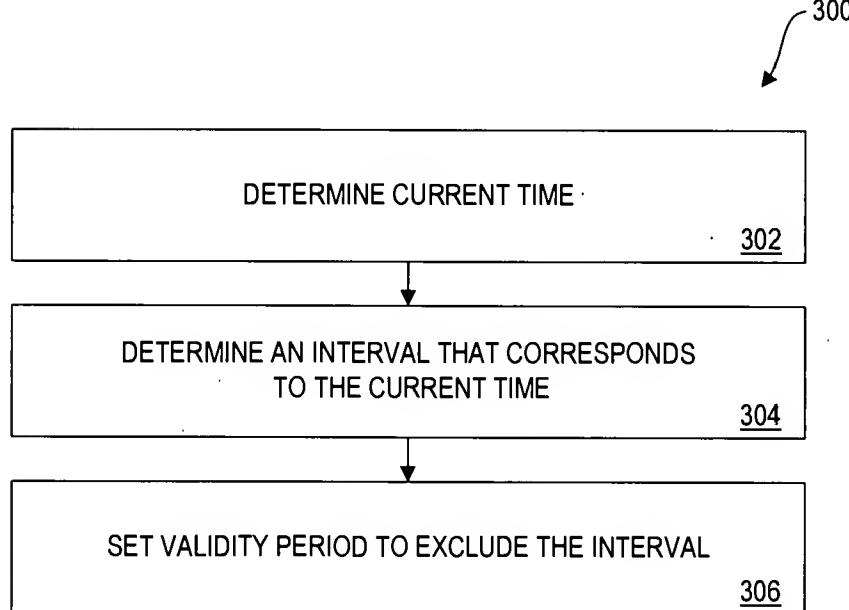


FIG. 12

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

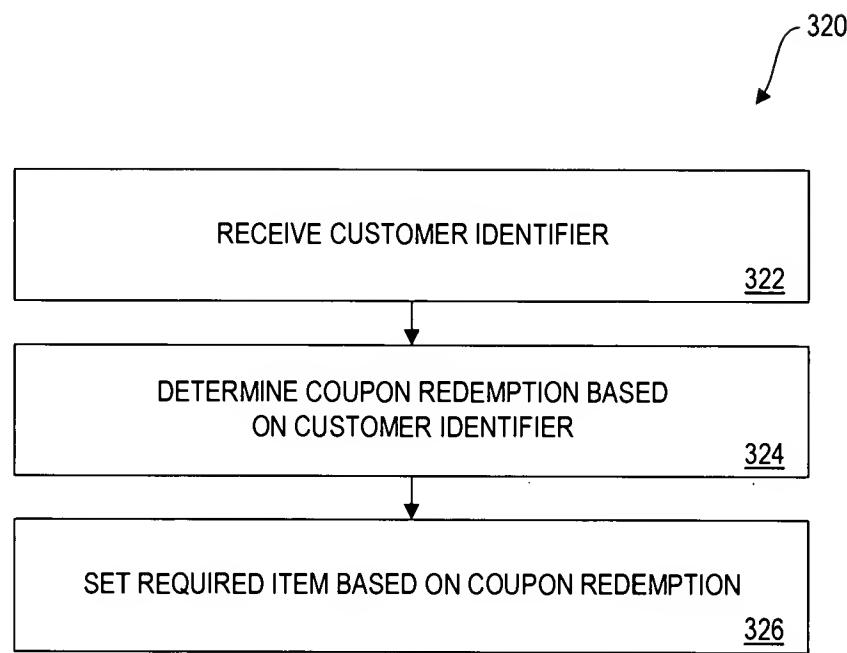


FIG. 13

APPROVED BY DRAFTSMAN	O.G. FIG. CLASS	SUBCLASS
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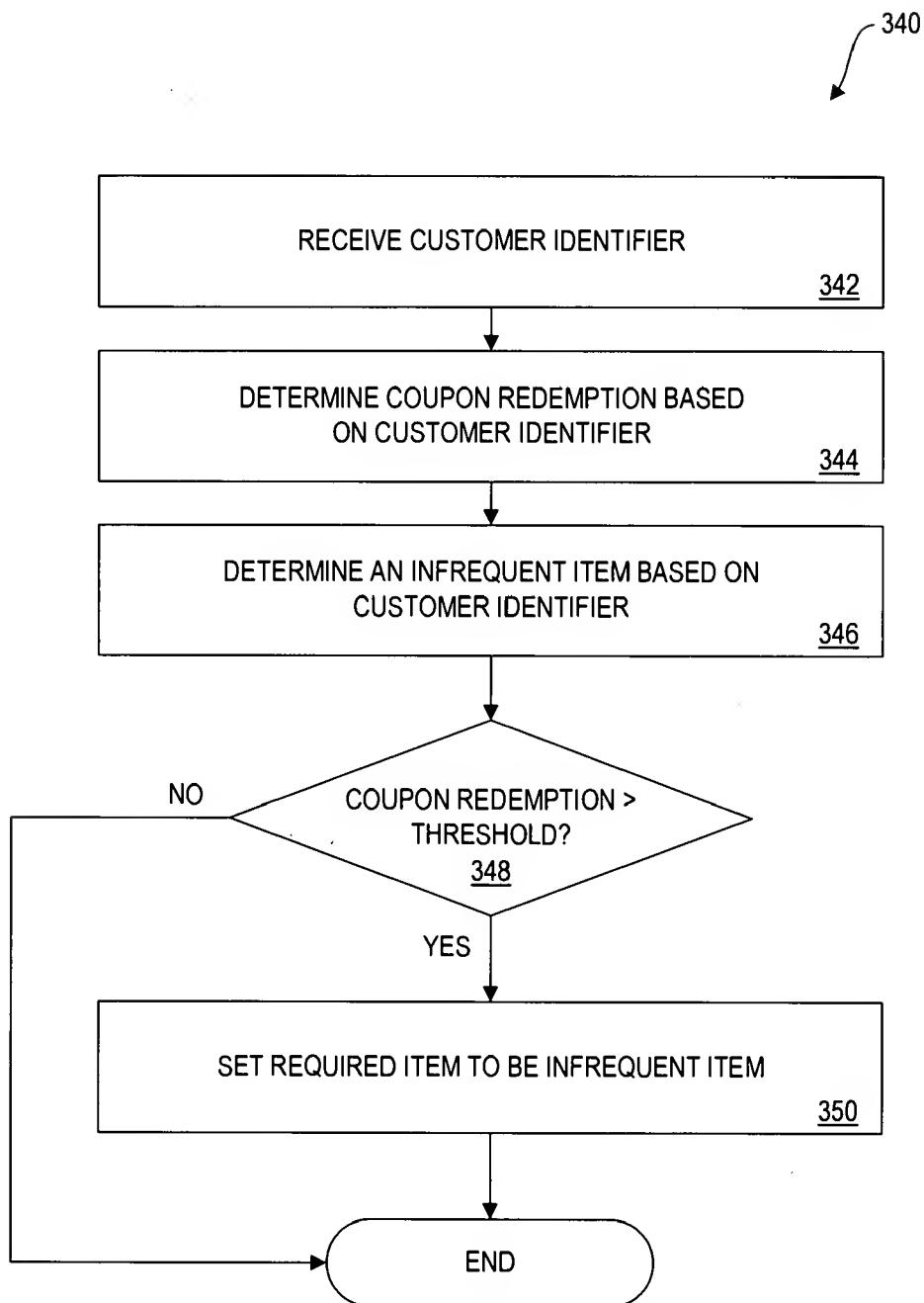


FIG. 14

APPROVED BY	O.G. FIG.	
	CLASS	SUBCLASS
DRAFTSMAN		

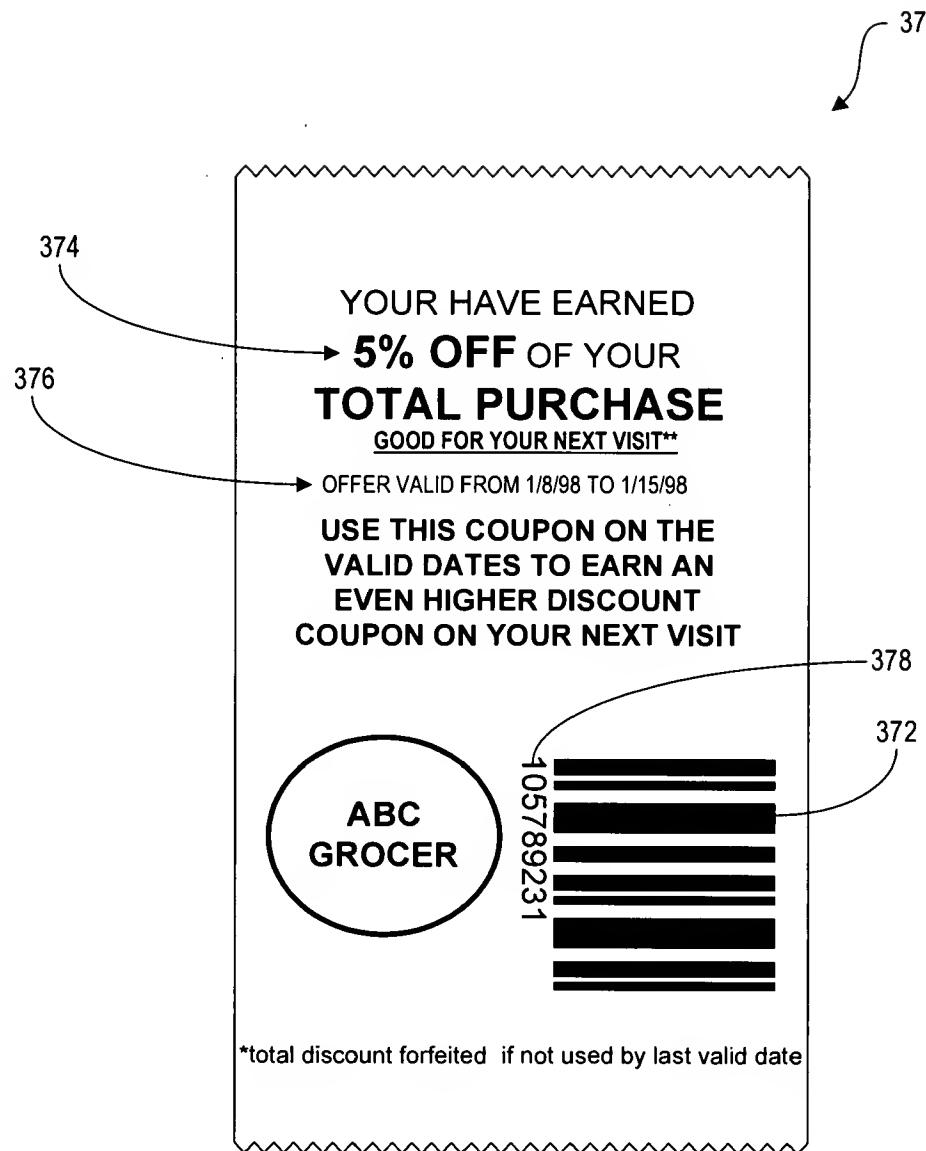
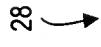


FIG. 15

APPROVED BY	O.G. FIG.
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COUPON IDENTIFIER	COUPON VALUE	VALIDITY PERIOD	REQUIRED ITEM
<u>396</u>	<u>398</u>	<u>400</u>	<u>402</u>
105789230	\$1.00 OFF PURCHASE PRICE	10/1/99 - 10/4/99	-
105789231	5% OFF PURCHASE PRICE	-	-
105789232	ACME TORTELLINI FOR \$0.50	-	ACME TORTELLINI

390
392
394



FIG. 16

APPROVED BY DRAFTSMAN	O.G. FIG.
	CLASS SUBCLASS

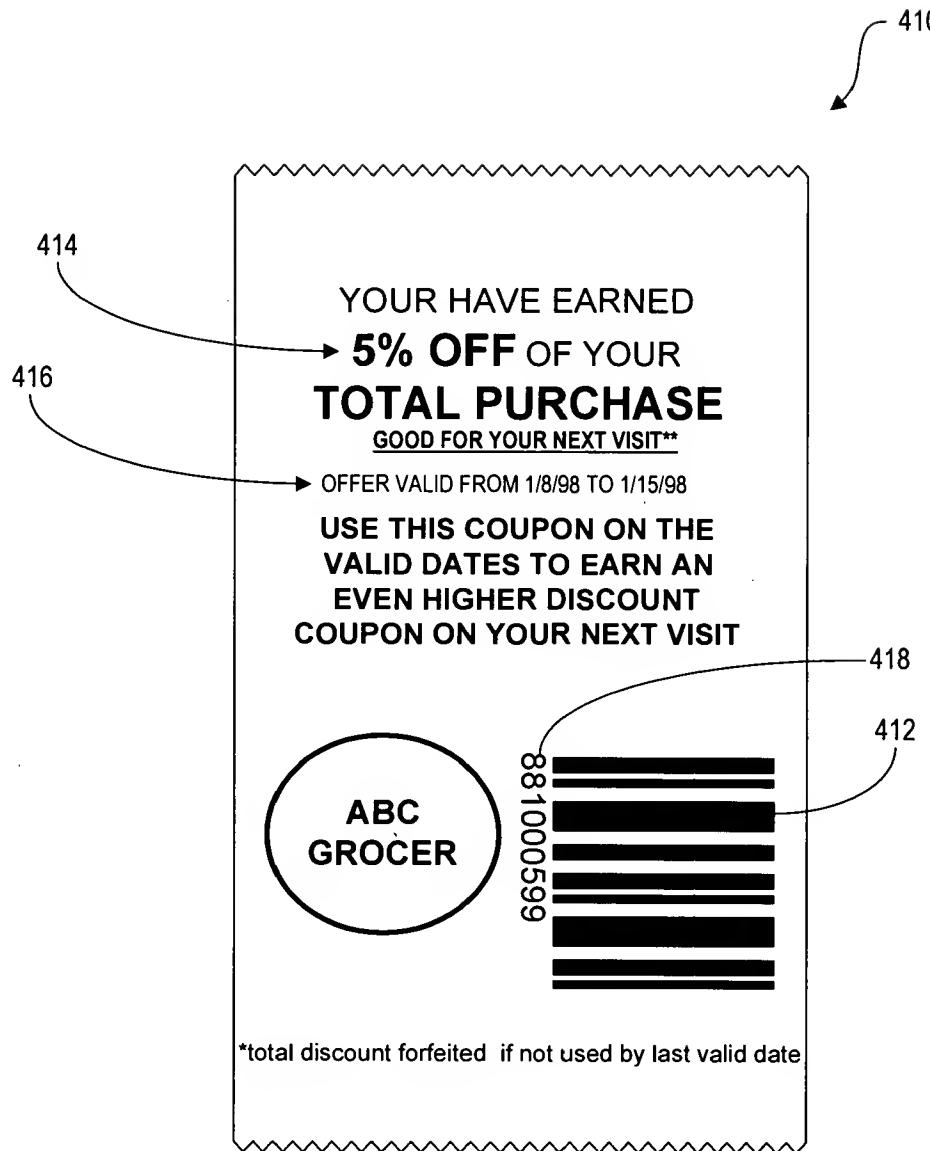


FIG. 17

APPROVED BY DRAFTSMAN	O.G. FIG.
	CLASS SUBCLASS

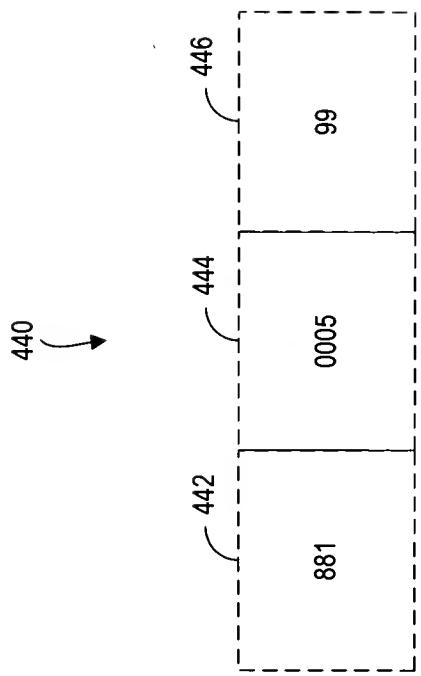


FIG. 18

APPROVED BY	O.G. FIG.
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ENCODING SCHEME IDENTIFIER	DESCRIPTION
<u>468</u>	DIGITS 4-6 INDICATE A REQUIRED ITEM, DIGITS 7-9 INDICATE A PERCENTAGE DISCOUNT APPLIED TO THE REQUIRED ITEM
880	DIGITS 4-7 INDICATE A PERCENTAGE DISCOUNT APPLIED TO PURCHASE PRICE, REMAINING DIGITS IGNORED
881	DIGITS 4-9 INDICATE AN EXPIRATION DATE, DIGITS 10-12 INDICATE AN AMOUNT BY WHICH THE PURCHASE PRICE IS REDUCED
882	

462

464

466

FIG. 19

APPROVED BY	O.G. FIG.
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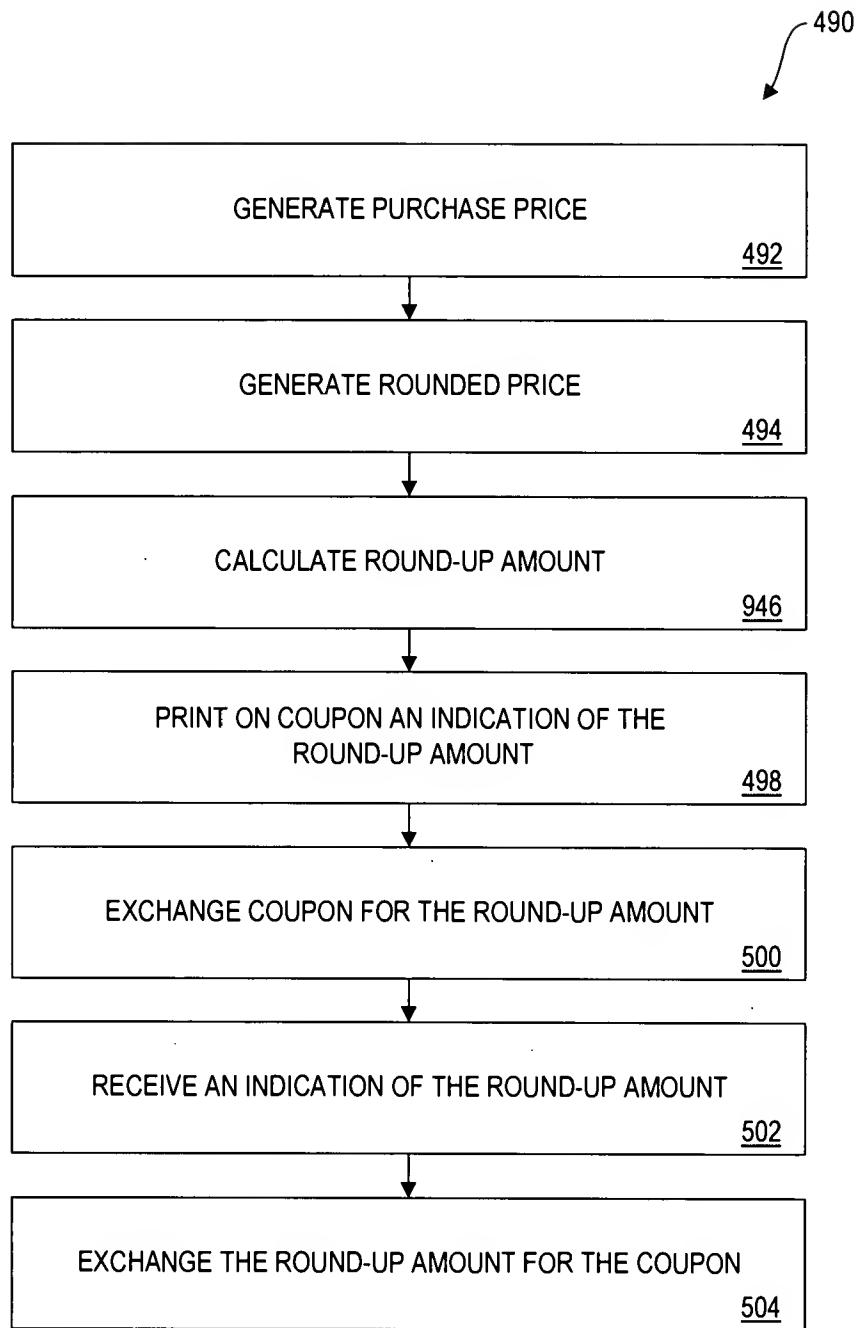


FIG. 20